

Mika Tiraturyan

From: Tom K. McCrossin
Sent: Tuesday, May 19, 2015 3:25 PM
To: bsilver@kalashnikov-usa.com; dmccallum@kalashnikov-usa.com; ehenry@kalashnikov-usa.com; Eldad Oz (eldadoz1@gmail.com); jportz@kalashnikov-usa.com; mikat@kalashnikov-usa.com
Cc: 'Laura@lauraburgess.com'; Tam Cao
Subject: מצגת עדכון הלוגו
Attachments: caa_visual_language_round2_8.pdf
Importance: High

The enclosed file contains the most recent follow-up from Dan Alexander as this pertains to the pending rebranding of CAA.

Please review and reply back with your comments on or before Thursday, May 21st so we can continue to move the open matter forward.



THOMAS K. MCCROSSIN
CEO
CAA USA

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911 William Leigh Dr
Tullytown PA, 19007
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From: Eldad Oz [mailto:eldadoz1@gmail.com]
Sent: Monday, May 18, 2015 11:09 AM
To: Tom K. McCrossin; mikey hartman; Moshe Oz; mikat@kalashnikov-usa.com; bsilver@kalashnikov-usa.com; Laura Burgess; Evrold Henry; Yuval Harel; Dagan Shahar; Ron Maoz; guy tevel; Dudi
Subject: מצגת עדכון הלוגו - Fwd: CAA -

Sent from my Samsung Galaxy smartphone.

----- Original message -----
From: Einat Lerer <einat@daitd.com>
Date: 17/05/2015 14:35 (GMT+01:00)
To: אלידו זוז <eldadoz1@gmail.com>
Cc: Dan Alexander <dan.alexander.co@gmail.com>
Subject: מצגת עדכון הלוגו - Fwd: CAA -

Dan Alexander & Co.

Business Creation



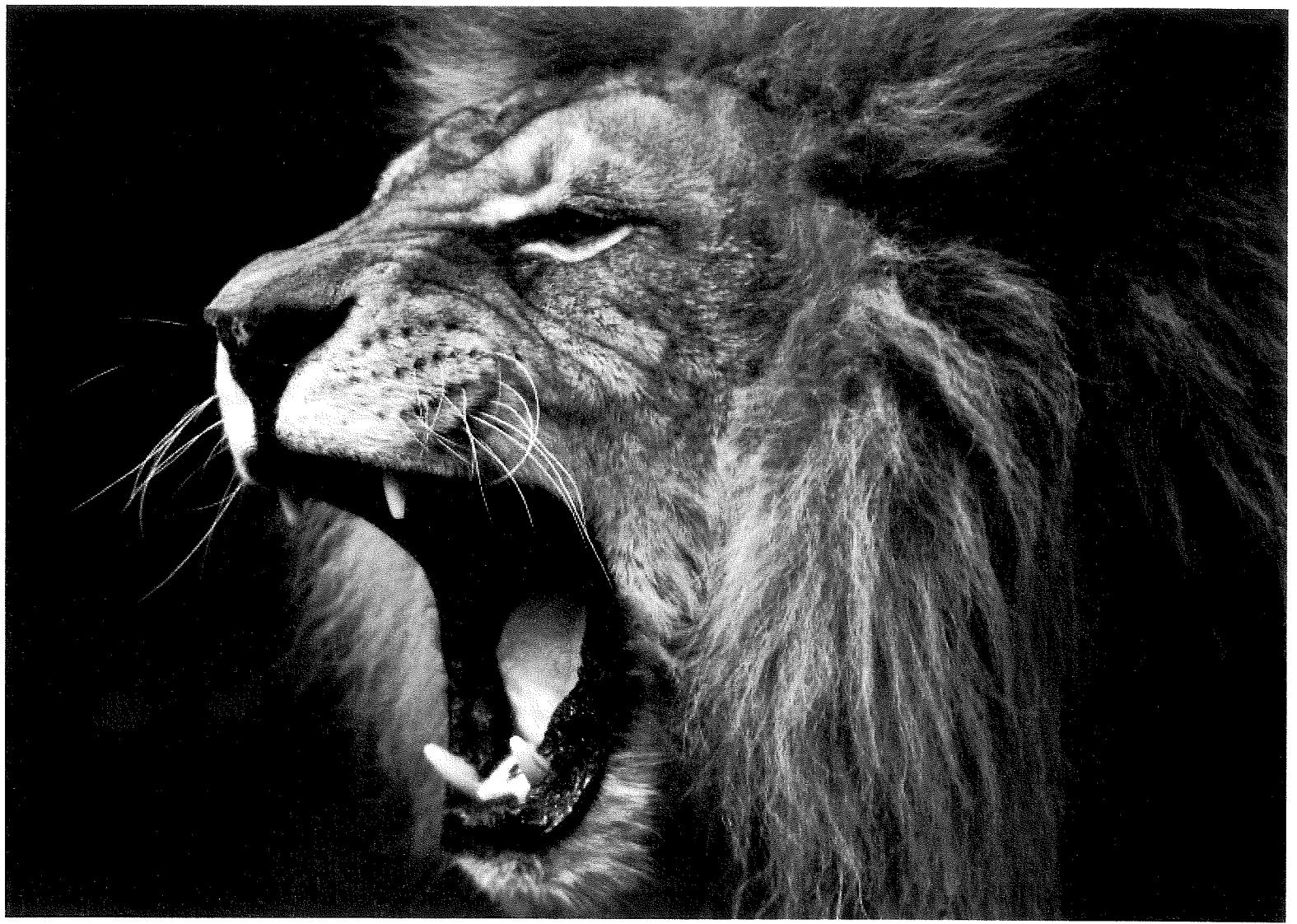
CAA SYMBOL & LOGOTYPE

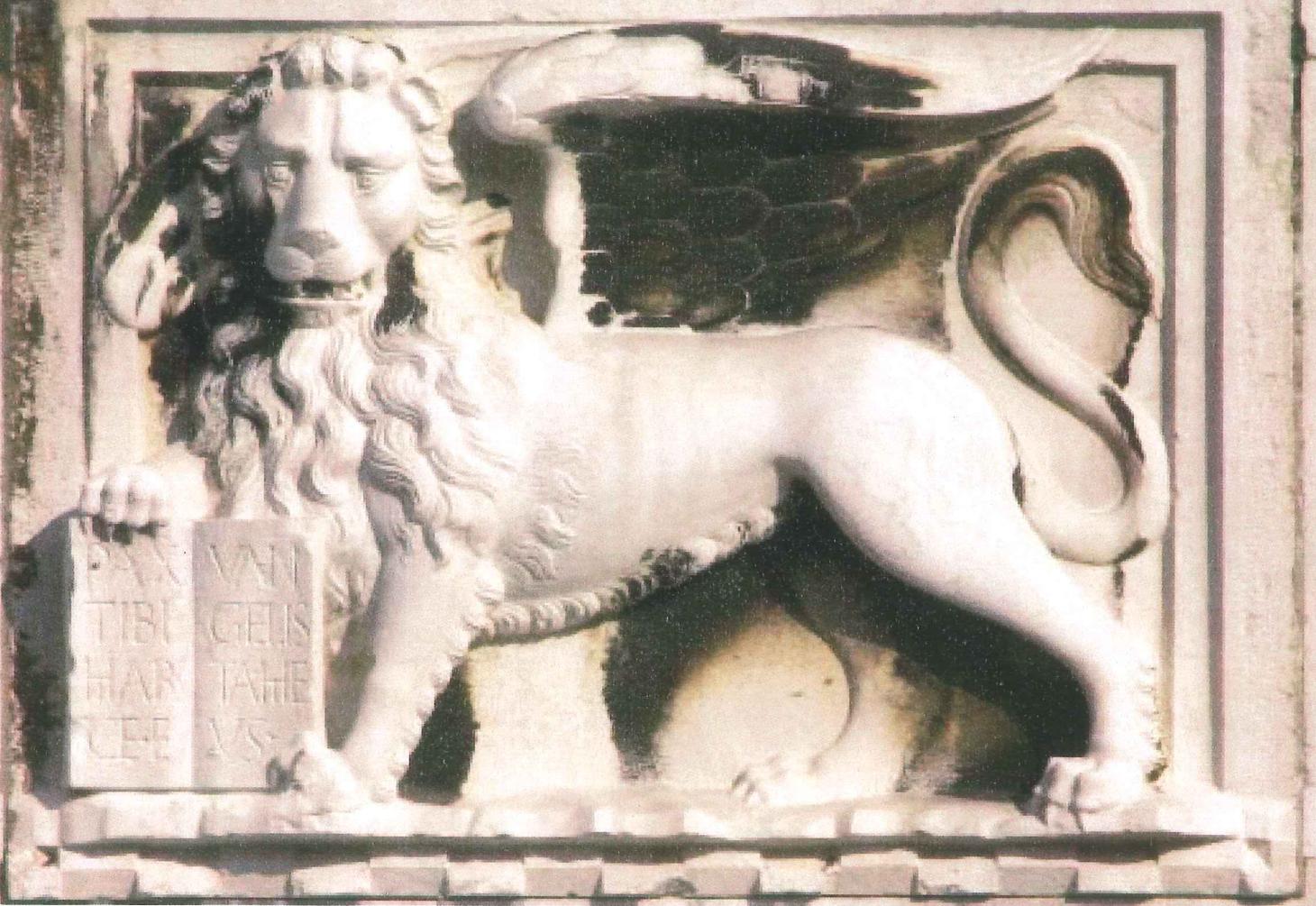


Tel. Ariv . Paris . Belgrade

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SANCTI
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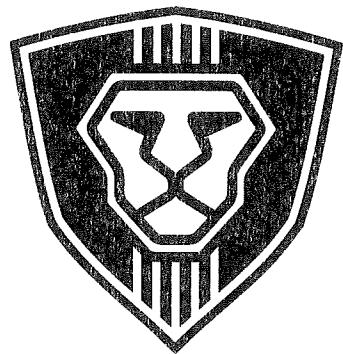
SYMBOL

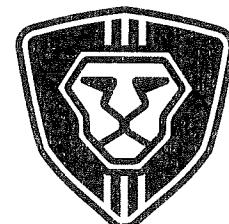
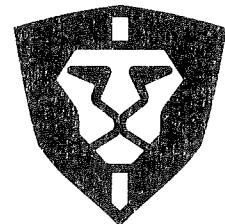
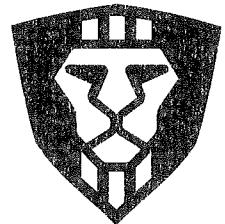
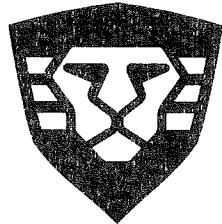
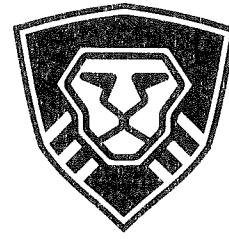
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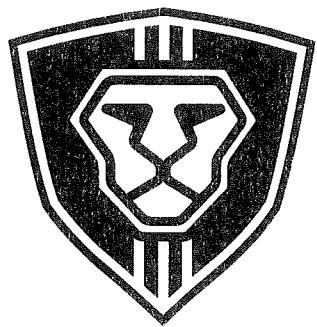
CAA Visual Language

Previous Symbol





Version A



Version B



Our recommendation is to remain with the previous logo
and to reduce the quantity of stripes.

We have tested the symbol without the outer line surrounding the lion
and our recommendation is that this is a crucial element, deleting it
will affect the total look and uniqueness.

The symbol represents the tradition of warriors and links to icons
that representing elite units, a symbol that connects the lion as a
leader, courage and strength with camouflage adornment and fashion.

The stripes are needed in order to separate it from the rest and give
it the unique brand expression.

Dan Alexander & Co.

Chosen Symbol

CAA Visual Language



Dan Alexander & Co.

Chosen logotype

CAA Visual Language



Dan Alexander & Co.

Chosen Combination

CAA Visual Language



CAA

The symbol and logotype are shown together but work as individual elements.

Chosen Combination [Negative Version]



CIAW

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ABSTRACT LOGO

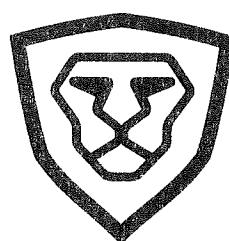
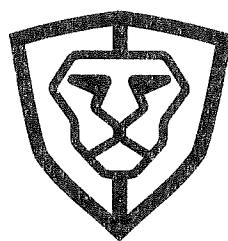
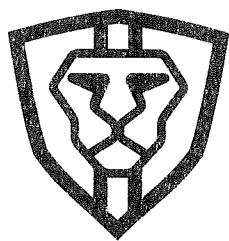
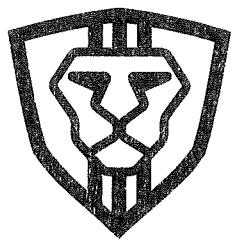
For Embossing and Stamping

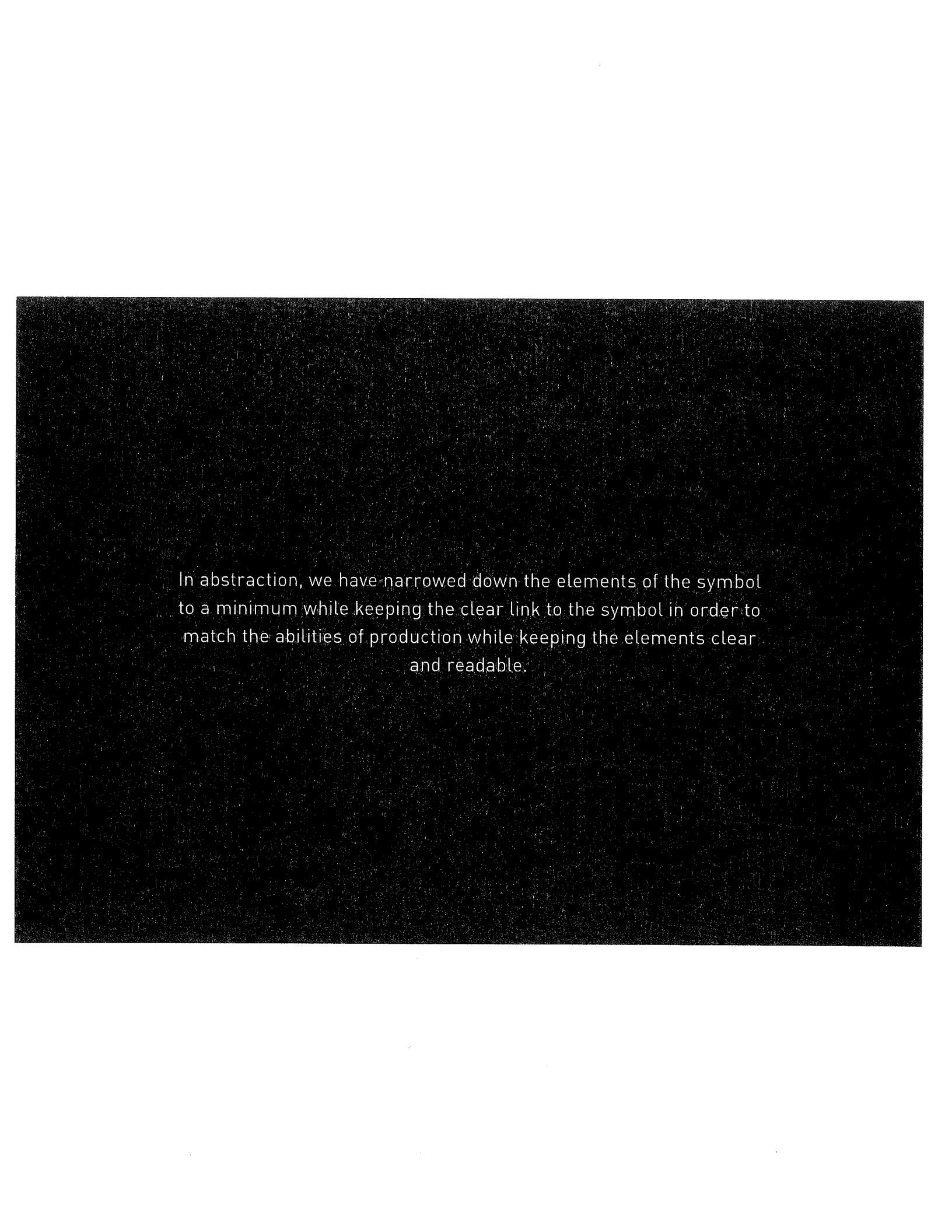
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Exploration of shape and form

CAA Visual Language

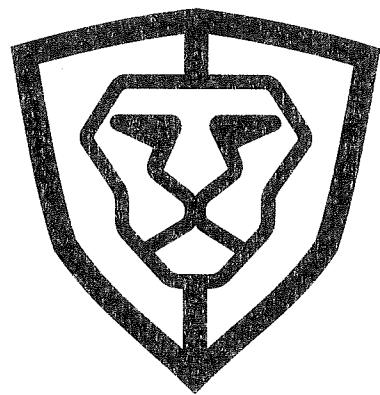


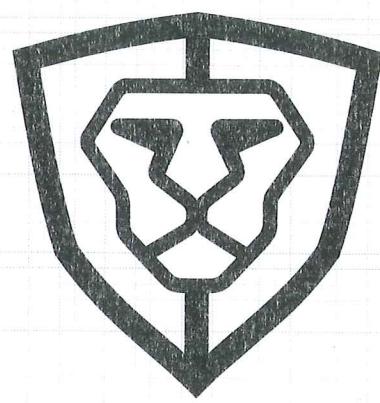


In abstraction, we have narrowed down the elements of the symbol to a minimum while keeping the clear link to the symbol in order to match the abilities of production while keeping the elements clear and readable.

Dan Alexander & Co.

CAA Visual Language

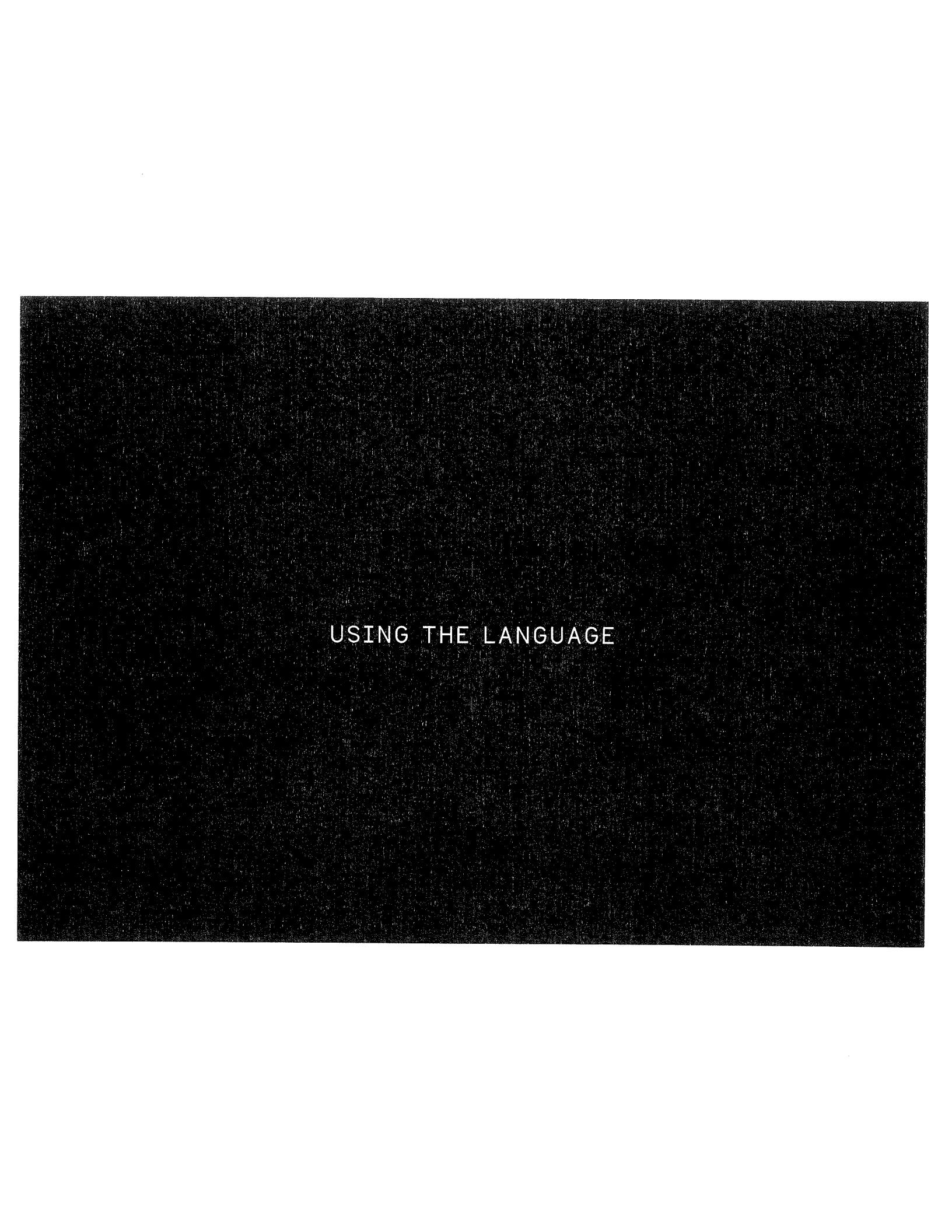




minimum size

1cm

Minimum logo Size - 1cm Height



USING THE LANGUAGE



MIKEY HARTMAN
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CAA





Dan Alexander&Co.

Business Creation

+

THANK YOU!

+

Tel Aviv · Paris · Belgrade

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Mika Tiraturyan

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Cc: Dan Alexander <dan.alexander.co@gmail.com>
Subject: מצגת עדכון הלוגו - CAA

From: tcao@commandarms.com <tcao@commandarms.com>
Sent: Tuesday, May 26, 2015 3:06 PM
To: Eldad Oz (eldadoz1@gmail.com) <eldadoz1@gmail.com>
Cc: Tom K. McCrossin <tom@commandarms.com>; Bill Silver <bsilver@commandarms.com>; 'Laura@lauraburgess.com' <Laura@lauraburgess.com>; Mika <mika@commandarms.com>
Subject: 5-26-15 CAA logo and visual language updates

Hi Eldad, attached is the recap of today's Skype call. Please let me know if you would like me to include any other items on this report.

Best,



TAM CAO P 215.949.9944 ext. 116
MARKETING COORDINATOR F 215.949.8080
CAA USA E tcao@commandarms.com

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Logo and Visual Language Updates

5/26/2015



CAA Logo & Visual Language

1. Logo
2. Logo Type
3. Camo
4. Slogan – Gear Up

5/26/2015

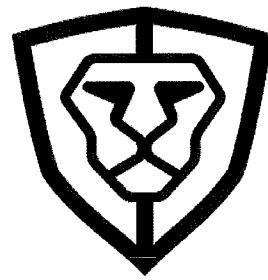
CAA - Logo

The team have decided on the lion logo. We will be using the two versions of logo. The one with the borders will be used for marketing materials. The simpler version, without the borders will be used for the molding.

With borders



without borders



5/26/2015

CAA – Logo Type

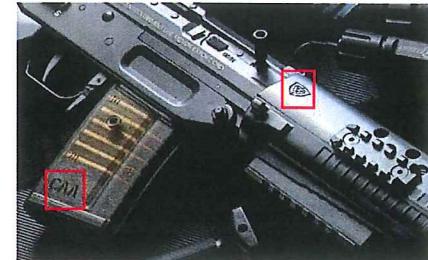
This is the **final** logo type that the team has reviewed and approved on 5/26.

[https://drive.google.com/file/d/0B2VxLhffeErud3ZDSG5rRFJTM1E/view
?usp=sharing](https://drive.google.com/file/d/0B2VxLhffeErud3ZDSG5rRFJTM1E/view?usp=sharing)



5/26/2015

CAA – Logo & Logotype



- Will be used together and not separately until we establish the brand identity in the market.
- Next step is to decide on the placement/location—how it will be molded onto the products. Dan Alexander will come up with a few options for us to review.



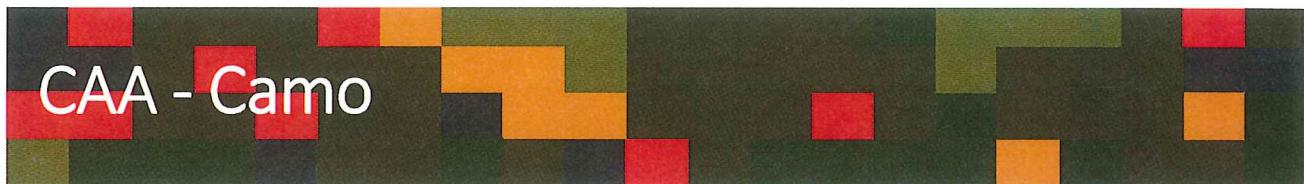
OR



OR

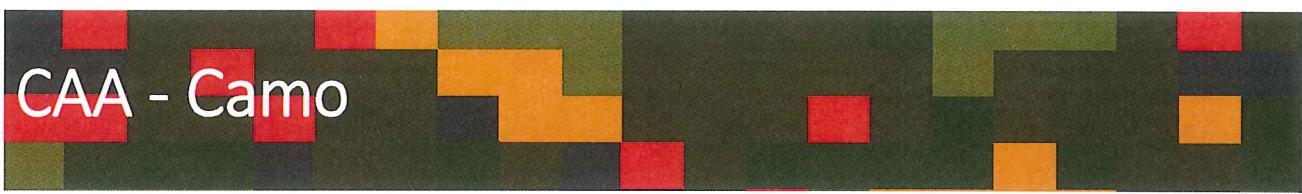


5/26/2015

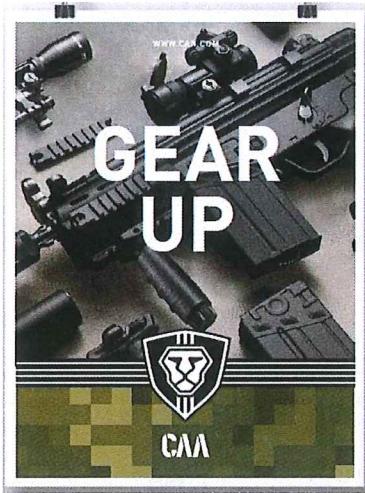


1. Discussed the option of using the colors to categorize different product types. For an example: **red**—RONI, **yellow**—grips, **green**—magazines....
1. There are some concerns in using the camo:
 - A. distracts the eyes from the products
 - B. no association to the products or the brand
2. It needs to be used in a subliminal message—*it is there, but it is not really there.*

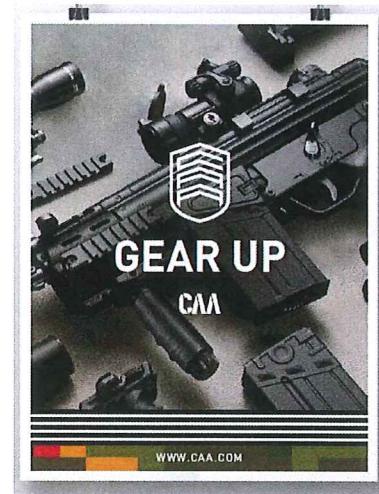
5/26/2015



Too much camo in this ad space.



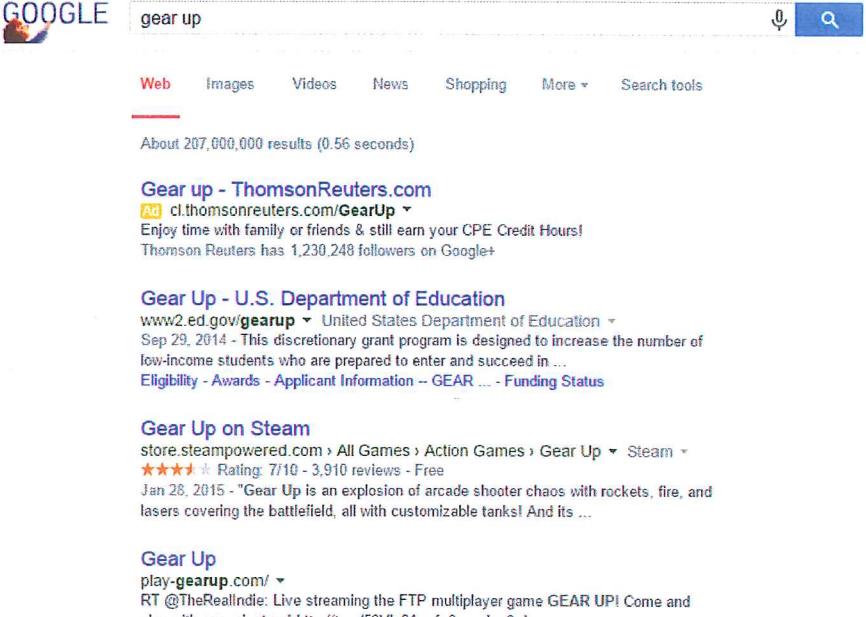
This is a better example. The camo is there but not overpowering the ad.



5/26/2015

CAA – Slogan/Tagline

1. Gear UP is the final slogan
2. We need to make sure that this slogan is associated with CAA—see the search results on the right
3. Laura's SEO expert can help us in this area



A screenshot of a Google search results page. The search query "gear up" is entered in the search bar. The results are filtered by "Web". There are approximately 207,000,000 results. The first result is a link to Thomson Reuters' website: "Gear up - ThomsonReuters.com" (cl.thomsonreuters.com/GearUp). The second result is from the U.S. Department of Education: "Gear Up - U.S. Department of Education" (www2.ed.gov/gearup). The third result is a link to Steam: "Gear Up on Steam" (store.steampowered.com/). Below the search bar, there are links for "Images", "Videos", "News", "Shopping", "More", and "Search tools". The page has a standard white background with blue links and black text.

5/26/2015